

EXHIBIT A

CLEAN SET OF PENDING CLAIMS FOLLOWING ENTRY OF THIS AMENDMENT

126. An article of manufacture comprising a web, cassette, or other carrier carrying a series of labels, tickets, tags, cards or other media, said carrier being characterized by selected ones, but not all, of said media having associated therewith at least one value-adding element.

127. An article of claim 126 wherein said element is a radio frequency identification integrated circuit adopted to make contact with an antenna structure on said media to form a radio frequency identification transponder.

128. The article of claim 126 wherein said element comprises an RFID transponder or other wireless transponder.

129. The article of claim 128 wherein said media having an associated value-adding element exhibits visible indicia which indicates whether the transponder is defective, inoperative, misprogrammed, or has another characteristic or attribute.

130. The article of claim 128 wherein said media having an associated element exhibits information read from or stored in said transponder.

131. The article of claim 126 wherein said value-adding element comprises a second media.

132. The article of claim 131 wherein the second media is a promotional device.

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133. The article of claim 126 wherein said media having an associated value-adding element exhibits text or other indicia indicating whether the media or element has failed a test.

134. The article of claim 133 wherein said indicia exhibits test results or a date or time stamp.

135. The article of claim 126 wherein the carrier carries a plurality of media having different characteristics.

136. The article of claim 135 wherein the different characteristics include size, material composition, type, stock, or other specifications.

137. The article of claim 126 wherein the carrier carries a plurality of elements having different characteristics.

138. The article of claim 126 wherein the carrier supports selected media having plural elements.

139. The article of claim 126 wherein the carrier supports selected media having selectively different preprocessing or postprocessing.

140. The article of claim 126 wherein the carrier carries selected media adapted to be applied in groups.

164. A promotional label, ticket, tag, card or other media having thereon or associated therewith:

one or more RFID transponders programmed with predetermined data representing information about, or of expected interest to, a particular prospect or class of prospects for a given product, service, or appeal; and

one or more printings containing information about, or of expected interest to, said particular prospect or class or prospects,

the printed and programmed information being coordinated and integrated to evoke a predetermined response from said class of prospects.

165. The media of claim 164 including a plurality of RFID transponders.

166. The media of claim 165 wherein at least one of said one or more RFID transponders is programmed with process control instructions.

167. The media of claim 166 wherein said instructions control a process of associating a second value-adding element with the media with which said value-adding element is associated.

168. The media of claim 164 including a peelable or repositionable RFID transponder.

169. The media of claim 164 including a plurality of separately applied value-adding elements.

170. The media of claim 164 including a chipless RFID transponder.

171. The media of claim 170 wherein said RFID transponder is programmed with process control instructions.

172. The media of claim 171 wherein said instructions control a process of associating a second value-adding element with the media with which said value-adding element is associated.

FOOTNOTES: 1000135-102501